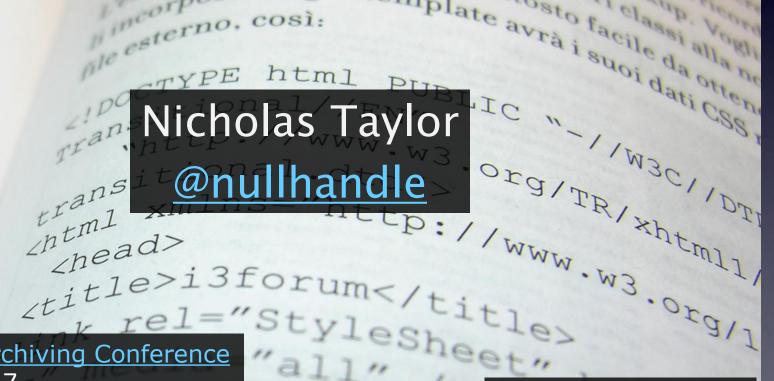
Understanding Legal Use Cases for Web Archives



IIPC Web Archiving Conference
16 June 2017

"<u>Libro</u>" by <u>Paolo Tonon</u> under <u>CC BY-SA 2.0</u>

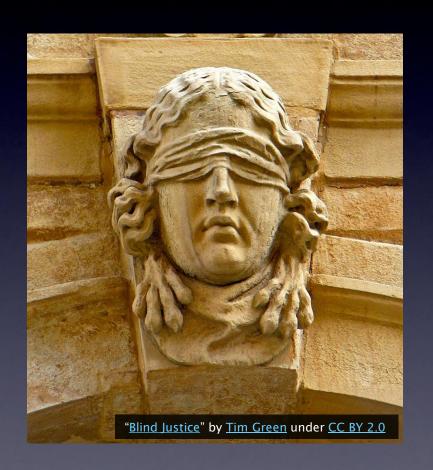
overview

- context
- relevant rules
- example cases
- reliability factors
- what next?



out of scope

- preservation of web citations
- terms of service + API agreements for social media data collecting
- copyright, fair use, + legal deposit
- · right to be forgotten





why web archives?

- where the data is
- organizations slow to incorporate web assets in records management
- prospective records management can't manage what's already lost



evidence from the web

"While some look to the Internet as an innovative vehicle for communication, the Court continues to warily and wearily view it largely as one large catalyst for rumor, innuendo, and misinformation... Anyone can put anything on the Internet. No web-site is monitored for accuracy...Moreover, the Court holds no illusions that hackers can adulterate the content on any web-site from any location at any time. For these reasons, any evidence procured off the Internet is adequate for almost nothing...Instead of relying on the voodoo information taken from the Internet, Plaintiff must hunt for hard copy back-up documentation in admissible form"

> <u>St. Clair v. Johnny's Oyster & Shrimp,</u> <u>Inc., 76 F. Supp. 2d 773 (S.D. Tex. 1999)</u>

trends for IAWM evidence

- · cases w/ IAWM evidence as early as 2004
- · litigants routinely challenge IAWM evidence
- courts often accept IAWM evidence
 - commonly w/ IA affidavit or testimony
 - increasingly through judicial notice
 - sometimes w/ expert testimony
- evolving understanding of web archive reliability factors

IA affidavit guidance

Do I really need an affidavit from the Internet Archive?

No. Please consider alternatives to an affidavit from the Internet Archive. Judicial notice and stipulation to a document's authenticity are two typical and straightforward options that might be used instead of an affidavit. Since our resources are limited, we urge you to pursue these alternatives before coming to us with authentication requests.

Does the Internet Archive's affidavit mean that the printout was actually the page posted on the Web at the recorded time?

The Internet Archive's affidavit only affirms that the printed document is a true and correct copy of our records. It remains your burden to convince the finder of fact what pages were up when.

Internet Archive: Legal FAQ

IA standard affidavit

...If a visitor clicks on a link on an archived page, the Wayback Machine will serve the archived file with the closest available date to the page upon which the link appeared and was clicked...

The archived data made viewable and browseable by the Wayback Machine is compiled using software programs known as crawlers that surf the Web and automatically store copies of website files, preserving these files as they exist at the point of time of capture.

...The date assigned by the Internet Archive applies to the HTML file but not to image files linked therein. Thus images that appear on the printed page may not have been archived on the same date as the HTML file...

Attached hereto as Exhibit A are true and accurate copies of printouts of the Internet Archive's records of the HTML files for the URLs and the dates specified in the footer of the printout.

why should we care?

- · legal professionals are our users, too
- · often, we have unique historical data
- help courts + juries correctly interpret web archive evidence, leading to more informed outcomes
- broaden community of practice by bringing in legal technology professionals
- · continue to mainstream web archives

why might we hesitate?

- typical cases serve private interests rather than public goods
- immature open source software culture for legal technology(?)
- market solutions for web + social media archiving for litigation already exist

RELEVANT RULES "Rules" by Pizzo Calabro under CC BY-NC-SA 2.0

cases

use cases

- information on individual webpages, at a point in time
- information on individual webpages, over a period of time
- persistence of navigational paths, over a period of time

types of cases

- civil litigation
 - patent infringement
 - trademark infringement
 - copyright infringement
 - class actions
- patent inter partes review (IPR)
- · criminal litigation?

authentication (FRE 901)

Wikipedia

· "Authentication, in the law of evidence, is the process by which documentary evidence and other physical evidence is proven to be genuine, and not a forgery."

Wikipedia: Authentication (law)

FRE 901

- Authenticating or Identifying Evidence
 - a) In General. To satisfy the requirement of authenticating or identifying an item of evidence, the proponent must produce evidence sufficient to support a finding that the item is what the proponent claims it is.
 - b) Examples.
 - 1) Testimony of a Witness with Knowledge.
 - 3) Comparison by an Expert Witness...
 - 9) Evidence About a Process or System.

<u>Legal Information Institute</u>: <u>Rule 901. Authenticating or Identifying Evidence | Federal Rules of Evidence</u>

Telewizja Polska USA, Inc. v. Echostar Satellite Corp. (2004)

- trademark infringement, breach of contract
- IAWM evidence to show advertisement of partner business service after contract expiration

"Plaintiff has neither denied that the exhibit represents the contents of its website on the dates in question, nor come forward with its own evidence challenging the veracity of the exhibit. Under these circumstances, the Court is of the opinion that Ms. Davis' affidavit is sufficient to satisfy Rule 901's threshold requirement for admissibility. Plaintiff is free to raise its concerns regarding reliability with the jury."

<u>Telewizja Polska USA, Inc. v. Echostar Satellite</u> <u>Corp., No. 02 C 3293 (N.D. III., Jun. 3 2004)</u>



Specht v. Google, Inc. (2010)

- trademark infringement
- IAWM evidence to show ongoing use of mark over a period of time

"[T]he screen shots were not authenticated by an officer or employee of the Internet Archive, but rather through declarations of Specht...This is an improper method to authenticate screen shots from the Internet Archive...Because Plaintiffs did not properly authenticate them, the Court will not consider the Internet Archives printouts from Plaintiffs' Summary Judgment Exhibits"

<u>Specht v. Google, Inc., 758 F. Supp.</u> 2d 570 (N.D. III. Dec. 17, 2010)



Sam's Riverside, Inc. v. Intercon Solutions, Inc. (2011)

- trademark infringement, cybersquatting
- IAWM evidence to show ongoing use of mark over a period of time

"Other courts have concluded that an affidavit from an Internet Archive employee is sufficient to authenticate screen shots taken from Archive.org...The Court finds these cases persuasive and, therefore, concludes that the Butler Affidavit is sufficient to authenticate the specific screen shots that are mentioned in and attached to the Butler Affidavit."



Sam's Riverside, Inc. v. Intercon Solutions, Inc., 790 F. Supp. 2d 965 (S.D. Iowa 2011)

judicial notice (FRE 201)

Wikipedia

"Judicial notice is a rule in the law of evidence that allows a fact to be introduced into evidence if the truth of that fact is so notorious or well known, or so authoritatively attested, that it cannot reasonably be doubted...Facts and materials admitted under judicial notice are accepted without being formally introduced by a witness or other rule of evidence"

Wikipedia: Judicial notice

FRE 201

- Judicial Notice of Adjudicative Facts
 - b) Kinds of Facts That May Be Judicially Noticed. The court may judicially notice a fact that is not subject to reasonable dispute because it:
 - 2) can be accurately and readily determined from sources whose accuracy cannot reasonably be questioned.

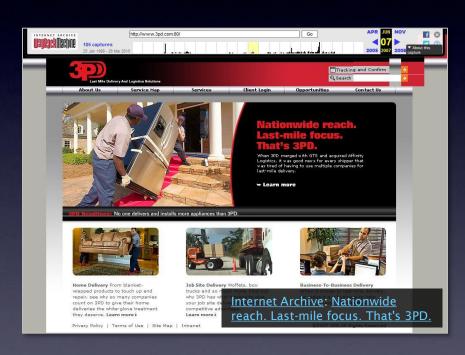
<u>Legal Information Institute</u>: <u>Rule 201. Judicial Notice</u> of Adjudicative Facts | Federal Rules of Evidence

Martins v. 3PD, Inc. (2013)

- · employment law, class action
- IAWM evidence to show scope of business services over a period of time

"In addition to the historical version of the 3PD website attached to Mr. Rabieh's Affidavits dated October 23, 2012, I take judicial notice of the various historical versions of the 3PD website available on the Internet Archive at Archive.org as facts readily determinable by resort to a source whose accuracy cannot reasonably be questioned."

Martins v. 3PD, Inc., No. 11 Civ. 11313, 2013 U.S. Dist. LEXIS 45753, 2013 WL 1320454, at *16 n.8 (D. Mass. Mar. 28, 2013)



Pond Guy, Inc. v. Aguascape Designs, Inc. (2014)

- trademark infringement
- IAWM evidence to show earliest use of mark on a website

"Neither party...has submitted sufficient evidence to the Court detailing exactly what their historical internet presence consisted of. Seeing as this is a key issue in dispute, the Court turns to the Internet Archive, found at https://archive.org/web/, for the taking of judicial notice. As a resource the accuracy of which cannot reasonably be questioned, the Internet Archive has been found to be an acceptable source for the taking of judicial notice."

http://www.aquascapedesigns.com:80/pondguy2.htm AUBACK/MACHINE 3 captures The Pond Guy Greg Wittstock Founder and President Aquascape Designs, Inc. Twenty-eight year old entrepreneur, Greg Wittstock began his career in the water gardening industry in 1982, when at the early age of 12 he built his first pond. What began as a hobby, soon became an obsession and Greg's first pond became the setting of his own "backyard classroom." With his heart set on creating the perfect pond, Greg began experimenting with construction materials and homemade filters. In 1991, using his experiences with his own pond, he launched Aquascape Designs, Inc., a residential and commercial water feature design firm. Today, Aquascape Designs has become the country's largest water garden builder. As a wholesale manufacturer and supplier of its own patented pond filtration systems, Aquascape Designs is the single leading manufacturer of complete, ready-to-assemble pond kits. The 20-products, 20-step construction process makes pond installation Greg has presented to well-over 5000 Green industry professionals on topics ranging from the impact of water features on contractors and retailers to water gardening myths and other inefficiencies, design, construction, landscaping, sales, public relations, and marketing. In March of this year, Greg completed a cross-country tour of over 57 cities in 57 days. Each seminar was sold out with standing room only attendance. Greg's seminars are described as high energy, engaging and comprehensive. He without fail delivers a hard hitting information-packed presentation with tremendous personal conviction and Greg's passion for helping the Green industry progress and prosper with water features is inspiring and highly motivational. His primary focus is to dissolve the age old misconceptions about building and maintaining ponds and present his very simple philosophy to work with Mother Nature and not against her. The commitment to this goal is clearly recognized by the comprehensive educational and training materials and seminars Greg continually makes available to the industry. He is a nationally known expert in the Green industry and is frequently published in trade magazines across numerous markets. Today, Aquascape Designs is one of the top 200 fastest growing, privately held companies in the United States. The company foundation was built on the simple truth and understanding between building a pond and respecting how nature intended it to work. Internet Archive: Aquascape Desings - The Pond Guy

Tompkins v. 23andMe, Inc. (2014)

- false advertising, consumer protection, class action
- IAWM evidence to show terms of service at point in time

"The parties do not dispute that the key portions of the website have not changed since the relevant times when Plaintiffs allegedly performed the transactions at issue. 23andMe relies on excerpts from a February 2014 version of the website...while Plaintiffs use excerpts dated April 2014... However, the Court takes judicial notice of the Internet Archive (http://archive.org) version of 23andMe's website as of November 20, 2013, the full version of the website archived right before the FDA warning letter of November 22. 2013"

Tompkins v. 23andMe, Inc., 2014 U.S. Dist. LEXIS 88068 (N.D. Cal. June 25, 2014)



Internet Archive: 23AndMe - Genetic Testing for Health, Disease & Ancestry; DNA Test

expert witnesses (FRE 702)

Wikipedia

· "An expert witness, in England, Wales and the United States, is a person whose opinion by virtue of education, training, certification, skills or experience, is accepted by the judge as an expert."

Wikipedia: Expert witness

FRE 702

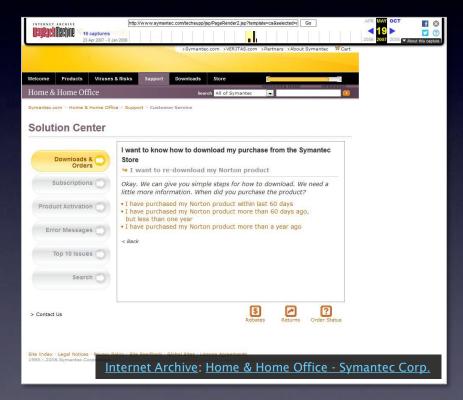
- Testimony by Expert Witnesses
 - A witness who is qualified as an expert by knowledge, skill, experience, training, or education may testify in the form of an opinion or otherwise if:
 - a) the expert's scientific, technical, or other specialized knowledge will help the trier of fact to understand the evidence or to determine a fact in issue;
 - b) the testimony is based on sufficient facts or data;
 - c) the testimony is the product of reliable principles and methods; and
 - d) the expert has reliably applied the principles and methods to the facts of the case.

<u>Legal Information Institute: Rule 702. Testimony</u> by Expert Witnesses | Federal Rules of Evidence

Khoday v. Symantec Corp., et al (2015)

- consumer protection, class action
- IAWM evidence to show probable navigation paths over period of time

"Expert testimony that merely repeats information capable of easy comprehension by a jury is excludable...The Court finds that Taylor offers conclusions not readily available to the jury without the assistance of expert testimony. Whether legitimate alternatives for redownloading Norton products were available, at no cost, to customers during the relevant time period is central to the Plaintiffs' claims, making Taylor's proffered testimony highly relevant."



Khoday et al v. Symantec Corp. et al, No. 0:2011cv00180 - Document 372 (D. Minn. 2015)



reliability factors in cases

raised as concerns

- IAWM disclaimer
- incompleteness
- provenance
- temporal coherence (discrepant embedded memento datetimes)

no examples(?) so far

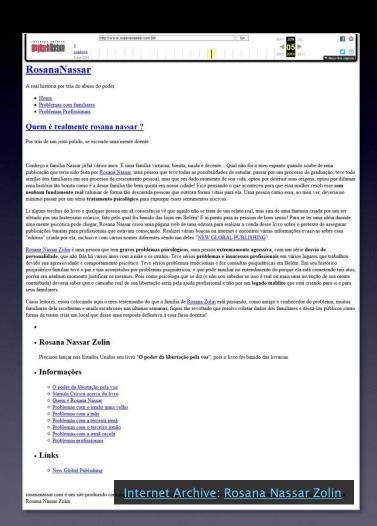
- discreteness
- temporal coherence (considering also original HTTP headers)
- canonicality
- client artifacts

Nassar v. Nassar (2017)

- defamation
- IAWM evidence to show presence of defamatory information at point in time

"[T]he organization that maintains waybackmachine.org itself disclaims any guarantee that the results it produces are accurate. See Internet Archive Wayback Machine, Internet Archive's Terms of Use, Privacy Policy, and Copyright Policy...("You understand and agree that the Archive makes no warranty or representation regarding the accuracy, currency, completeness, reliability, or usefulness of the content in the Collections."). In light of that, and because Plaintiff otherwise has made no showing that the accuracy of the Internet archive cannot reasonably be questioned, judicial notice of the historical contents of the websites is inappropriate."

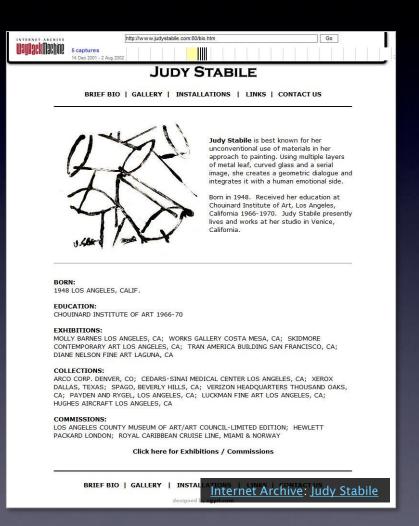
Nassar v. Nassar, 2017 U.S. Dist. LEXIS 456 (M.D. Fla. Jan. 3, 2017)



Stabile v. Paul Smith Ltd. (2015)

- copyright infringement
- IAWM evidence to show absence of particular image over period of time

"Stabile also objects on the ground that the Internet pages shown are not the full captures of the website, but only isolated pages. (Id.) The captures from the Wayback Machine will not be considered conclusive evidence of what was or was not on Stabile's entire website between 2001 and 2011, but will be admitted as support for the contention that there is no evidence beyond Stabile's deposition statement that Extrapolations # 3 was displayed on her website at all, and that there is no evidence that it was displayed during the relevant time period."



Marten Transport, Ltd. v. PlattForm Advertising, Inc. (2016)

- trademark infringement
- IAWM evidence to show ongoing use of mark over period of time

"[T]he fact that the Wayback Machine doesn't capture everything that was on those sites does not bear on whether the things that were captured were in fact on those sites. There is no suggestion or evidence from PlattForm that the Wayback Machine ever adds material to sites (other than a Wayback Machine toolbar and coding that allows links to work)."

Marten Transport, Ltd v PlattForm Advertising, Inc., 2016 U.S. Dist. LEXIS 57471 (D. Kan. Apr. 29, 2016)



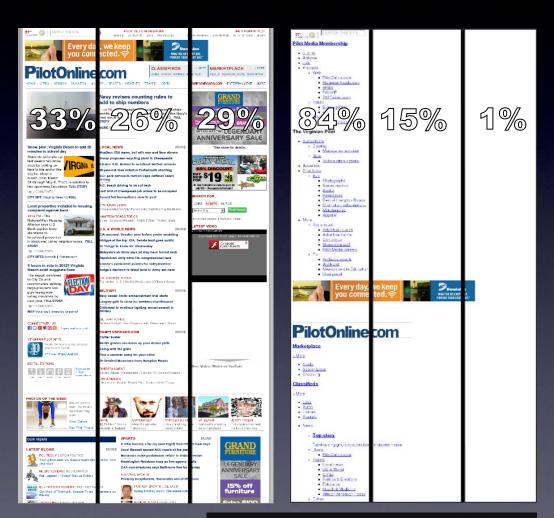
Marten Transport, Ltd. v. PlattForm Advertising, Inc. (2016)

- · objections to evidence admissibility:
 - any of 3 crawlers may have retrieved page
 - images sometimes missing
 - crawlers can't capture some content
 - IA doesn't guarantee accuracy
 - affiant has not prepared a crawl

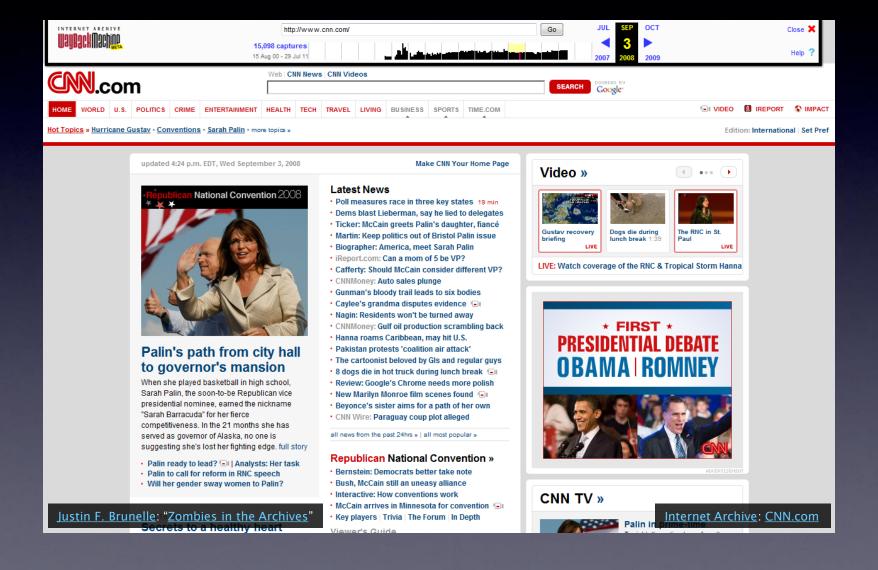
Marten Transport, Ltd v PlattForm Advertising, Inc., 2016 U.S. Dist. LEXIS 57471 (D. Kan. Apr. 29, 2016)

quantifying incompleteness

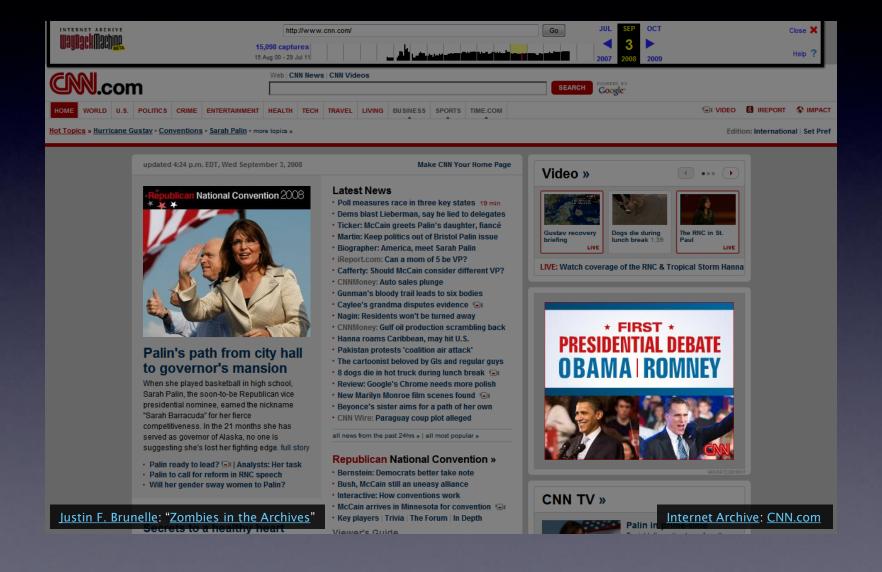
- + <embed>leave hints aboutsize + centrality
- for CSS, look at distribution of background color
- missing resources connote unreliability
- materiality of missing resources subject to interpretation



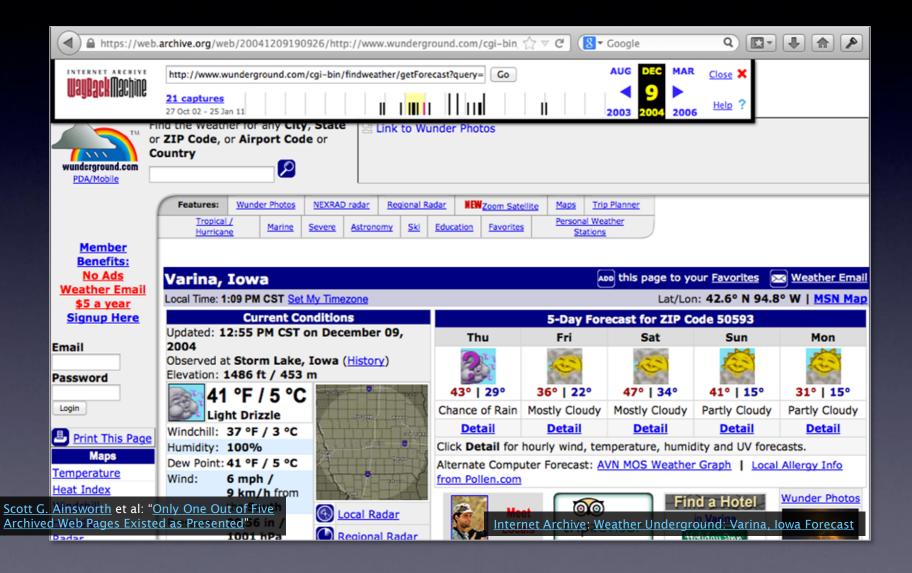
live site "leakage" via AJAX



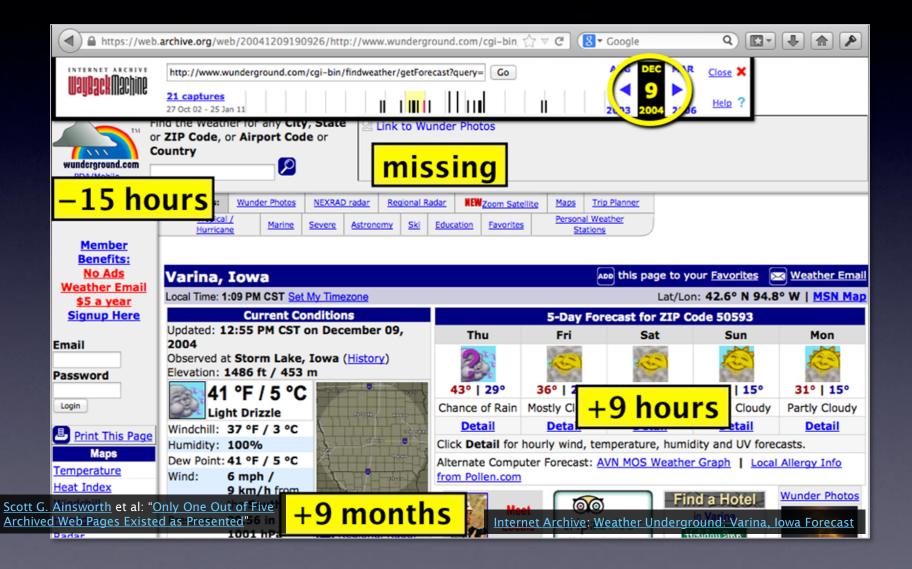
live site "leakage" via AJAX



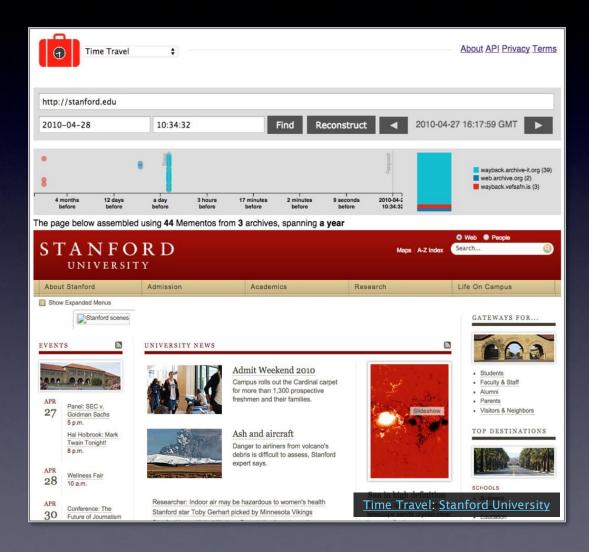
temporal coherence

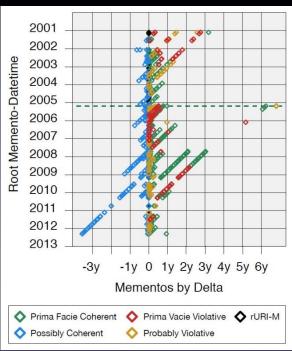


temporal coherence



visualizing temporal coherence





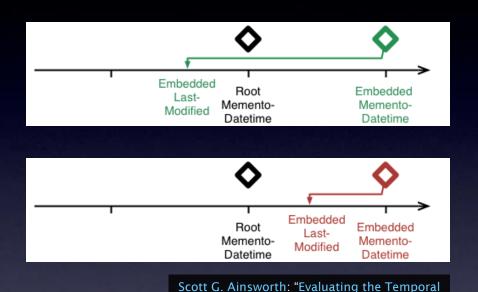
<u>Scott Ainsworth</u> et al: "Only One Out of Five Archived Web Pages Existed as Presented"

again, the materiality of temporal incoherence is subject to interpretation

other datetime estimation strategies

- Carbon Dating (+ constituent services)
- comparing X Archive-Orig-last modified w/

 Memento datetime
- contemporaneous inlinks via IAWM beta search



Coherence of Composite Mementos"

interpreting datetimes

- static datetime in text of archived webpage
- · Memento datetime
- X-Archive-Orig-lastmodified
- datetimes of root vs. embedded mementos
- datetimes of contiguouslynavigable mementos
- effect of crawl deduplication on memento datetimes

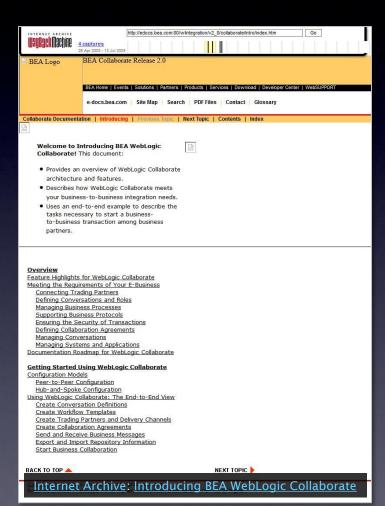


Servicenow, Inc. v. Hewlett-Packard Co. (2015)

- · inter pares review
- IAWM evidence to show presence of prior art

"Initially, we note that, even relying on Exhibit A to the Butler Affidavit, the webpage for the Introducing Collaborate Reference was archived on November 1, 2002, less than one year prior to the May 14, 2003 filing date of the '981 patent and, thus, fails to qualify as a prior-art, printed publication under 35 U.S.C. § 102(b)"

Servicenow, Inc. v. Hewlett-Packard Co., Case IPR2015-00707, slip op. at 5-18 (PTAB August 26, 2015)

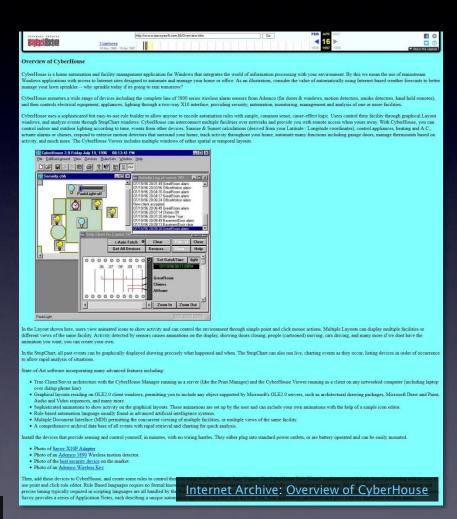


Crestron Electronics, Inc. v. Intuitive Building Controls, Inc. (2016)

- inter pares review
- IAWM evidence to show prior art

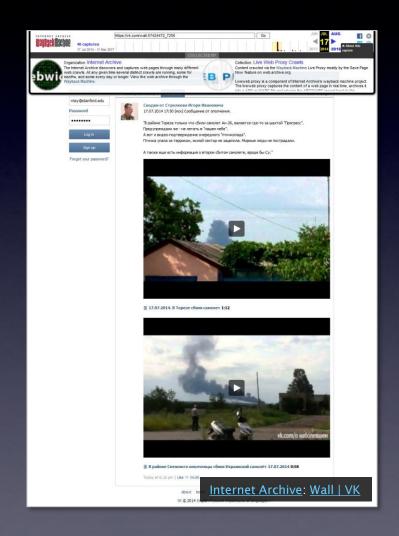
"Although Patent Owner is correct that the Butler Affidavit asserts that embedded images may not be archived on the same date as the web page that embeds the image, Mr. Butler does not state that such embedded images cannot be archived on the same date. Thus, we have no evidence on this record that the specific web pages produced in Exhibit 1002 do not in fact include the embedded images, as asserted by Patent Owner."

<u>Crestron Electronics, Inc. v. Intuitive Building Controls, Inc.,</u> Case IPR2015-01460, slip op. at 12-22 (PTAB Jan. 14, 2016)

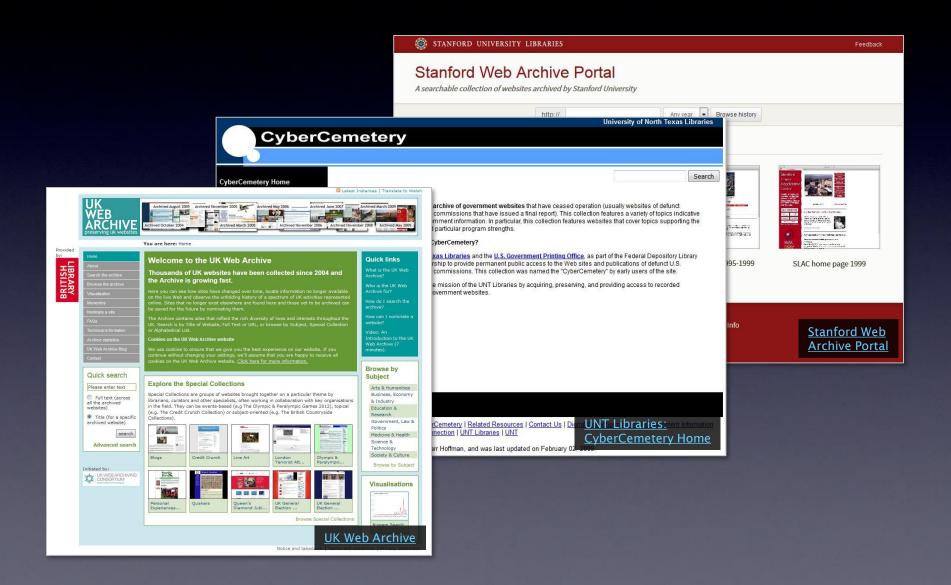


IAWM provenance

- · IAWM sources:
 - web-wide crawls
 - contract crawls
 - Archive-It crawls
 - Alexa donations
 - ArchiveTeam crawls
 - Save Page Now
- how does mixed provenance affect acceptance of reliability assertions?

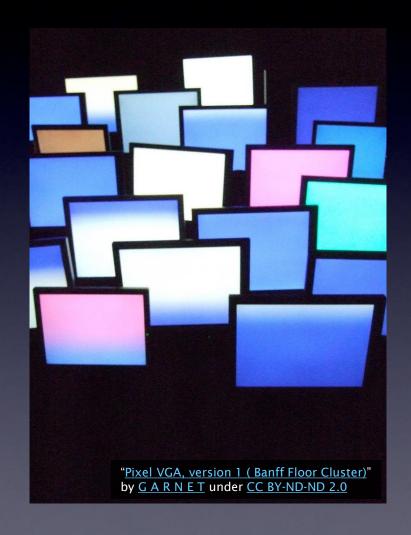


other web archive repositories



canonicality

- personalization
 of content served
 to archival agent?
 - geoIP
 - user-agent
 - cookies
 - authentication
 - split testing



client artifacts

- access via contemporaneous browser/OS
- enable plugins (e.g., Flash)
- disable client-side utilities affecting presentation (e.g., adblocker)





better serving legal (+ research?) use cases

- · surface more provenance information
- improve interfaces to understand temporal coherence
 - toggle visibility of violative elements
- more broadly implement original HTTP header replay
- conduct more research on identifying personalized representations

discussion

- why else might we care, or not, about legal use cases?
- what other reliability factors are relevant?
 - what is the **relative importance** of different reliability factors?
 - for what use cases are different reliability factors relevant?
- how are web archives being used in litigation in other jurisdictions?
- · what else could we do to support legal use cases?